

Sec 4.01.1 World Paper

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ON PAGE 1

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A Global Newspaper Put Out in Boston Begins to Catch On

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Editions in Four Languages
Are Read in 14 Countries,
Hardly Noticed in the U.S.

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BOSTON — A dark, unswept staircase leads to a bolted door on the third floor of a nondescript office building here. The door is unmarked, the landing deserted, and the rare visitor must rap on the frosted pane to gain entry. Once inside, one might easily imagine he has stumbled into a John le Carre thriller. On the wall, like a general's battle plan, hangs a world map dotted with red pins. Nearby, a huge chalkboard is covered with neatly lettered instructions. Red phones ring with calls from Caracas, Oslo and Hong Kong.

"In the earliest stages, we were accused of being everything—CIA, KGB, ITT," Crocker Snow, the man in charge, recalls.

But no spies or saboteurs plot intelligence operations here. The three-room suite on Kilby Street is the headquarters of the world's first "global community newspaper." Obscure in Europe and hardly noticed in the U.S., WorldPaper is an odd experiment that nonetheless seems to be headed for success.

In just three years and with a full-time Boston staff of seven, the little publication has managed to sell itself, as a monthly supplement, to 15 newspapers on four continents and in Japan. Circulation is 732,000. Twelve well-known foreign journalists have signed on as part-time correspondents, and former cabinet members, ambassadors and nearly 20 executives have lent their names and invested \$2.6 million in the enterprise. Economist John Kenneth Galbraith has written for it. Elliot Richardson, the former cabinet member and Francoise Giroud, a former minister of culture in France, are board members. Iranian Prince Sadruddin Aga Khan has been host to editorial brainstorming sessions at his Swiss chateau.

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